

Parkergrams

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THE PARKER PEN COMPANY
JANESVILLE, WISCONSIN

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May 25, 1934

PARKER TURNS ON FULL STEAM *for Graduation*

Publishing a Brand New Series of
Beautiful Rotogravure Advertisements
in 37 Metropolitan Newspapers

... besides continuing Parker's
great Year-Round Campaign in ...

The Saturday Evening Post, Time, American Magazine
New Yorker, Red Book, and National Geographic



In this College Market
more VACUMATICS
are sold than all
other pens combined.

Crane's Student Supply

"Where Collegians Buy"

324-14th Avenue S. E.
MINNEAPOLIS, MINN.

Parker Pen Co.,
Janesville,
Wisconsin.

Gentlemen:

We as an exclusive student's store, located on the Campus at the University of Minnesota, have been extremely successful with the VACUMATIC pen. This pen is especially appealing to students mainly because of the large ink capacity of the pen. During examinations most of the students in the past have carried an ink bottle to refill their pens, which is entirely eliminated by the VACUMATIC pen.

Also many of the students, especially in mathematics, accounting, etc., have occasional use for a pen for figures and other small lines, and the two-in-one point obviates the necessity of carrying two pens for this purpose. We have also been selling quite a few of these pens to law students, who use them for briefing cases.

Since we stocked this item, we have re-ordered six or seven times, and in numbers have sold more of this new pen than all other pens combined, and we have stocked most of the standard lines to some extent at least. The surprising thing to us is the fact that this new \$7.50 pen has out-sold all pens regardless of price in a market which has suffered greatly due to the limited resources of the student body taken as a whole.

Assuring you of our continued support on this line, which is one of our finest profit-makers, we are,

Yours very truly,

CRANE'S STUDENT SUPPLY

By *Joe Crane*

Medic, Law and
Other Students
want its 102%
greater ink
capacity

No Longer
Necessary
to take ink bottles
to classes, tests
and exams.

Math Students
Especially
Demand Parker's
Two Way Writing Point

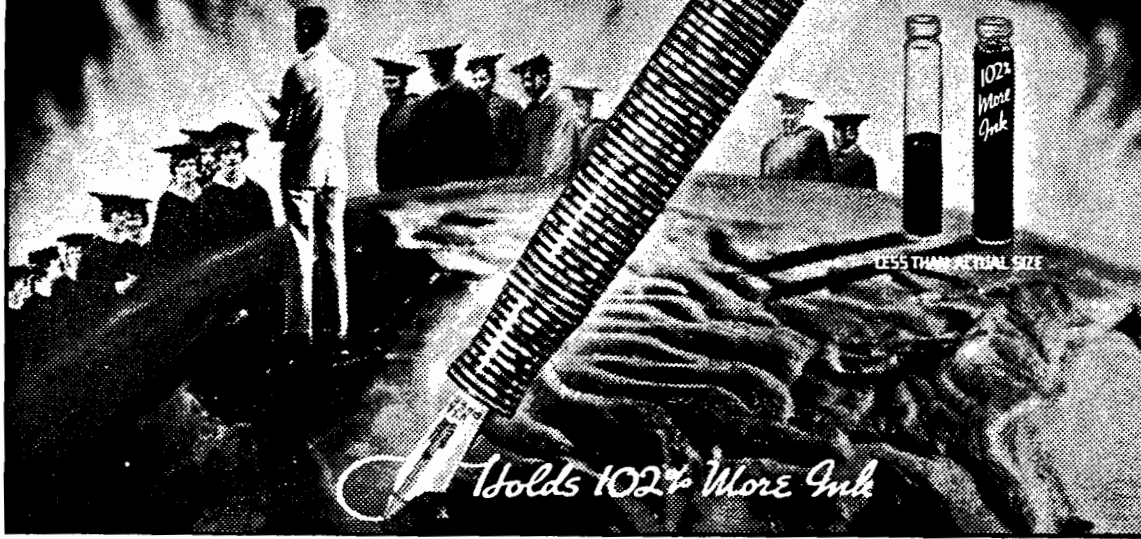
A NATIONAL AUTHORITY ASKED 4445 STUDENTS

*"What Fountain Pen would you prefer
as a Graduation Gift?"*

(See Answer Below, Certified by the Recording & Statistical Corp.)

Visible Ink Supply

Holds 102% More Ink



RELIEF GLOBE BY RAND McNALLY & COMPANY

48.9% of all who replied said, "Parker!"
—almost as many as named all others COMBINED!

The Revolutionary Pen with Visible Ink Supply—
and enough to write a 12,000-word book!

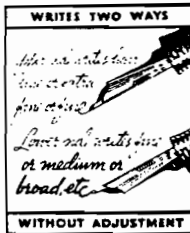
Recently a widespread inquiry was made among students, to aid friends and parents in selecting the Gift Pen that will gladden Youth the most. The results, compiled and certified by the Recording & Statistical Corporation, Chicago, revealed an overwhelming preference for this new and revolutionary Parker Vacumatic.

It eliminates 14 old-time pen parts, including the rubber ink sac—thus it holds 102% more ink without increase in size! Its laminated style is wholly smart and exclusive—ring up—on—ring of shimmering Pearl and Jet. But the "Jet" rings become Transparent when held to the light, revealing the column of ink inside. This shows when it's running low—ends running dry at some unexpected moment.

The marvelous Two-way-Writing

Point of Gold, Iridium and Platinum is perfectly formed on both sides—doesn't scratch or drag, even under big-fisted pressure.

Stop at any good department, stationery, jewelry, or drug store, and try it. See how the Vacumatic Filler makes the ink rush in and fill the barrel with a double supply—a visible supply! But be careful—don't confuse this sacless marvel with so-called vacuum fillers built with piston pumps and valves. The Parker Vacumatic contains none of these—nothing that will fail to stand up in service. That's why we guarantee it mechanically perfect! The Parker Pen Company, Janesville, Wisconsin.



Parker
VACUMATIC

Over-Size, \$10
Pencil, \$2.50

750
Other Vacumatic
Styles, \$5

Note: All Fountain Pen owners should use Parker Quink, the new pen-cleaning ink.

**JUST BEFORE GRADUATION 37 Metropolitan Newspapers
will Publish This Sensational News Ad in Rotogravure.**

**Parents and Friends of Students Will Take Ripley's Tip And Give
The Pen That Students Prefer for Graduation.**

Believe It or Not! by **RIPLEY**



I ASKED 4,445 STUDENTS

Representing 21 Colleges

"WHAT FOUNTAIN PEN WOULD YOU PREFER
AS A GRADUATION GIFT?"

AND 48.9% OF ALL WHO REPLIED—CHOSE
PARKER!

PARKER LED THE SECOND CHOICE PEN BY 46.4%



Visible ink supply

Holds 102% more ink

"This Laminated Pearl Beauty," says **RIPLEY** "is rated by students as

THE GRANDEST GRADUATION GIFT PEN

Its Visible Column of Ink, Like the Gas Gauge on a Motor Car, Shows When to Refill—And it Carries Enough to Write a 12,000-Word Book!

Mr. Ripley recently made a widespread inquiry among students, to aid friends and parents in selecting the Gift Pen that will gladden Youth the most. And he found an overwhelming preference for this new and revolutionary Parker Vacumatic.

It eliminates 14 old-time pen parts, including the rubber ink sac—thus it holds 102% more ink *without increase in size!*

Its laminated style is wholly smart and exclusive

—built up ring upon ring of shimmering Pearl and Jet. But the "Jet" rings become Transparent when held to the light, revealing the column of ink inside. This shows days ahead when it's running low—lets you choose your own time to refill—when and where ink is handy—with the kind of ink you prefer.

Its marvelous Two-way-writing Point now costs us 25% more than a year ago, due to the higher prices of Gold, Iridium and Platinum, yet we include it at the old-time price.

It is not a product of time-work or piece-work. Parker Point Specialists are bound by only one requirement—highest perfection, regardless of the time it takes. Hence this miracle writer is as smooth as the bearing of a watch—doesn't scratch or drag, even under big-fisted pressure.

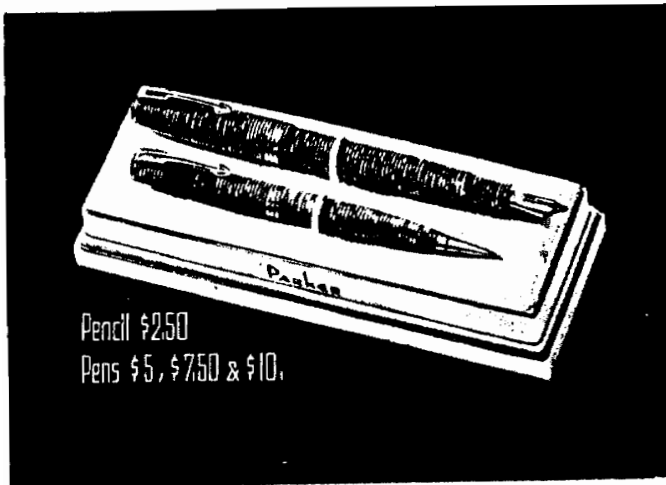
Stop at any good department, stationery, jewelry, or drug store, and try it—see the Vacumatic filler

demonstrated. See how the ink rushes in and fills it with a double supply—a *visible* supply!

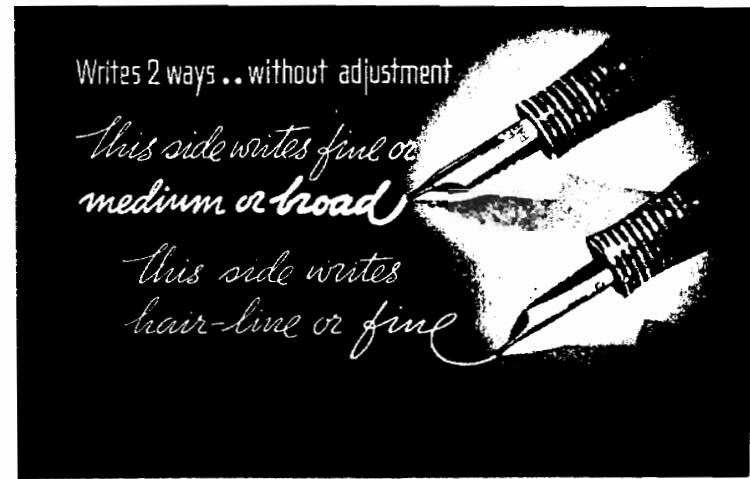
But be careful—don't confuse this sacless marvel with so-called vacuum fillers built with piston pumps and valves. The great Parker Vacumatic contains none of these—nothing that will fail to stand up in service. That's why we guarantee it mechanically perfect!

Remove the Parker Vacumatic name from this page to remind you to give this wonder of science to yourself, or to someone you favor. The Parker Pen Company, Janesville, Wisconsin.

To Make a Pen a Self-Cleaner—Use Parker Quink—a new discovery in writing ink. Contains a harmless, secret solvent that dissolves sediment left by ordinary inks that clog and gum. Any store can supply you—or write us for 20,000-word Bottle Free. Address, Dept. 000.



Pencil \$2.50
Pens \$5, \$7.50 & \$10.



GRADUATION NEWS FLASH

In The Saturday Evening Post out June 5th (issue of June 9th) and in 5 other magazines

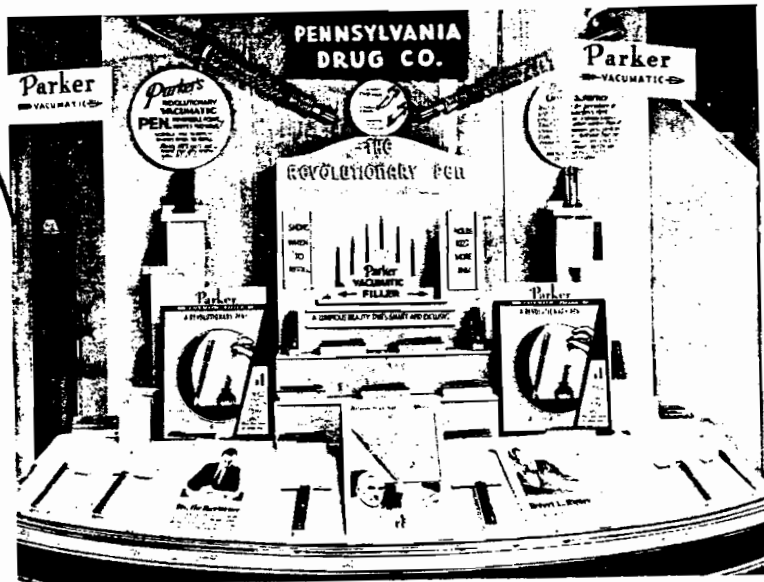
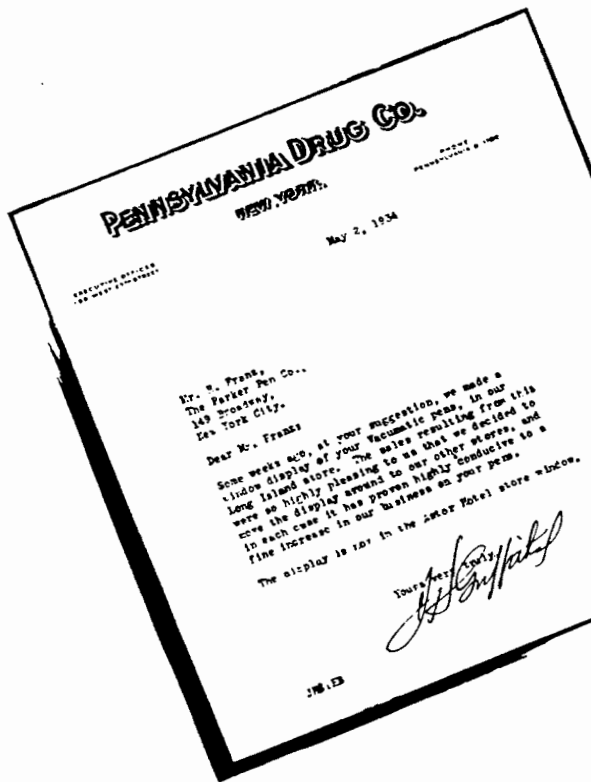
Ripley WILL SEND AMERICA TO THE
PEN COUNTERS FOR PARKER VACUMATICS

NEW DISPLAYS THAT



The three display pieces illustrated above are the Graduation Window Streamer No. 135. One set is being sent to every Parker dealer with this issue of Parkergrams.

Paste the three panels in the window in the arrangement as illustrated. They will attract attention forcefully and suggest a gift for the boy or girl who is graduating this season.



One of the finest window displays that we have seen recently is illustrated above. Note the beautiful effect obtained by the lighted stage in the background.

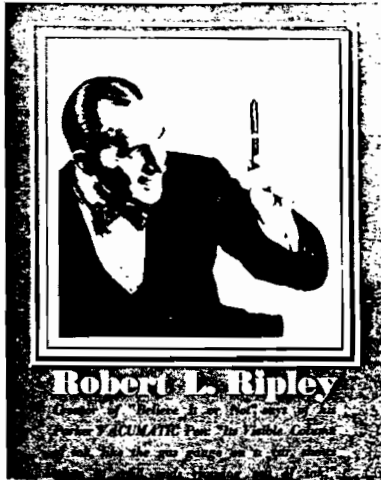
The Pennsylvania Drug Company of New York is to be congratulated on working out this interesting arrangement. With displays of this kind it is natural that sales will increase.

HELP

MAKE

SALES

Supplied **FREE**
on Request



Believe It or Not! by Ripley

PARKER'S VACUMATIC PEN WON'T RUN DRY UNLESS YOU LET IT

OLD-TIME PARTS ABOLISHED BY THIS REVOLUTIONARY PEN BUT TO A BUCKLE'S NEW WORKING THE VACUMATIC FILLER

Removes the 8 Society's 11

1 BUREAU PAPER 2 2-3 LEVERS 3 DISK DIE 4 WIRE RINGS 5 LOCKING PIN 6 OILET 7 PRESSURE BAR 8 BAR SPRING 9 PALMING 10 PISTON HANDLE 11 YARD 12 PISTON HEAD

HE DID THE IMPOSSIBLE!

George S. Parker was in a bind to produce a successful success pen in the competition of the other vacuum pens. He had to just contain and put in a pump so he decided to try it. He could not guarantee mechanically perfect, but he had to try it. He did it. He had to try it. He did it. He had to try it. He did it.

Due to extra sharp ground, by having no pump handle, the pen holds ink in a way that without increase in size!

Special Demonstration inside

Ripley Display
No. 939



The enthusiastic reports received from Parker dealers about our last year's Ripley display have persuaded us to bring out again a new Ripley display. It features the panel shown in our recent advertisement in The Saturday Evening Post, and also shows photographs of Mr. Ripley and Mr. Bly. The size of the center panel is 14" x 22".

Giant Ripley Display 60" x 40"

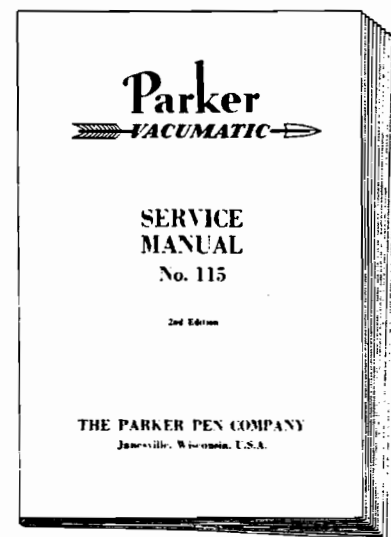
For those Parker dealers who have sufficient window space available, we have prepared a Ripley panel five feet high. We shall be glad to send Express Prepaid the Giant Ripley Panel No. 1939 to any dealer who will display it.

Window Streamer
No. 925

Shows when to refill

Writes two ways

Supplied **FREE** on request



Above is illustrated the new edition of the Parker Vacumatic Service Manual No. 116 which contains valuable hints for servicing pens. Ask for your free copy.